

## TABLE OF CONTENTS

FOREWORD .....	1
----------------	---

### KEYNOTE LECTURES

INGER ASKEHAVE

Approaches to Genre Analysis – From Communicative Purpose to Discursive Practice .....	5
--	---

VIJAY K. BHATIA

Critical Genre Analysis .....	9
-------------------------------	---

CHRISTOPHER CANDLIN

Accounting for Genres as Critical Accounts .....	11
--	----

### PAPERS

MIRIAM BAIT

Nutrition Issues and Healthy Eating: <i>The Dietary Guidelines for Americans</i> 1980-2010 .....	15
--	----

GIUSEPPE BALIRANO – GIUDITTA CALIENDO

A Short-Term Diachronic Perspective on Political Commercials as a Hybridized Genre: A Multimodal Critical Discourse Analysis .....	23
--	----

MARINA BONDI – SILVIA CAVALIERI

The Evolution of the Abstract as a Genre: 1988-2008 .....	27
---	----

NICOLA BORRELLI

The Boundaries of Fear – A Diachronic Crosscultural Insight  
into the Genre of Public Information Films for the Prevention  
of Sexually Transmitted Diseases ..... 33

CLAUDIA BÖTTGER – KRISTIN BÜHRIG

A One-Voice Policy in the Time of Crisis: A Diachronic  
Translation Analysis of Letters to Shareholders..... 37

WILLIAM BROMWICH

“Every Writer is Checked for Plagiarism”: Occluded  
Authorship in Academic Writing..... 43

SANDRA CAMPAGNA

Foodscaping Narratives in EATALY: ‘Still Signs’ in a  
Moving Context? An Actionist Take..... 45

MARÍA LUISA CARRIÓ-PASTOR

A Diachronic Perspective on the Study of Academic  
English through Computer-Based Analytical Tools..... 51

PAOLA CATENACCIO

Genre-Bending for Consensus Building: A Diachronic  
Analysis of Strategic Manoeuvring in Monsanto’s *Pledge*  
Reports (2000-2008)..... 55

LARISSA D’ANGELO

Rethinking the Design of Presentation Slides:  
The Assertion-Evidence Structure..... 61

PAULA DE SANTIAGO

Scientific Popularised Articles in Online Newspapers:  
Critical Reflections on Relevant Interviews with Health Editors  
from the Spanish Newspaper *El Mundo* ..... 65

CHIARA DEGANO	
Argumentation in Hypertext: A Case Study of NGOs' Campaigning.....	69
SYLVAIN DIELTJENS – PRISCILLA HEYNDERICKX	
The CEO's New Year's Message from the 1960s until now.....	73
GIULIANA GARZONE	
Why Do Genres Change? .....	77
DAVIDE SIMONE GIANNONI	
Mapping Diachronic Variation in Academic Genre Networks ..	83
CINZIA GIGLIONI	
Apologetic Discourse in Financial Reporting .....	87
PAUL GILLAERTS	
From Job Announcements to Recruitment Advertising. The Evolution of Recruitment Ads in a Flemish Newspaper (1947-2007) .....	91
WALTER GIORDANO	
American Car Ads in the 1950s: Language, Discursive Features and Multimodality.....	95
MAXIMILLIAN MAURICE GOLD	
Biting the Online News .....	99
MIN-HSIU LIAO	
A Popular Science Magazine in Taiwan: A Diachronic Study of the Q&A Column .....	103
STEFANIA M. MACI	
Genre Variation in Medical Discourse: The Case of Poster Presentation. A Diachronic Perspective .....	107

MARIA CRISTINA PAGANONI

Online Advertising. From Hybrid Ads to Corporate

Twittering ..... 111

CRISTINA PENNAROLA – GERMANA D'ACQUISTO

From Typewritten to Hypertextual: The Genre Evolution of

the United Nations Report ..... 117

MARIA LAURA PIERUCCI

The Italian Constitutional Language: Toward a Genre

Evolution through Time? ..... 123

VANDA POLESE – STEFANIA D'AVANZO

From Making to Promoting Law. An Investigation of the

Evolution of Legal Discourse on the EU Website ..... 125

GIORGIA RIBONI

From Blogging to Microblogging: The Case of *Whole*

*Foods* ..... 131

GIOVANNI ROSSI

Interactive Written Discourse: Pragmatic Aspects of SMS

Communication ..... 135

MICHELE SALA

Generic Variation in Legal Research. A Diachronic

Perspective ..... 139

CHRISTINA SAMSON

'Accessing' Cultural Islands: Museum Marketisation on

the Web ..... 143

FRANCESCA SANTULLI

Travel Guides from *Baedeker's* to *Marco Polo*: Tradition

and Innovation ..... 149

MARTIN SOLLY	
Dialogic Monologues: Commencement Speeches as an Evolving Genre.....	155

ANNARITA TAVANI	
Genre Evolution in Food Insecurity Reports .....	161

IGNACIO VÁZQUEZ ORTA	
Changing Perspectives in the Study of Arbitration Awards: A Diachronic View of the Role of “Interdiscursivity” in Professional Genres and Practices .....	165

ALESSANDRA VICENTINI	
Institutional Healthcare E-Brochures in the Recent Immigration Era in Italy .....	169